

Petition of the Entertainment Software Association (CG 10-213)
(Description of Visual Images with Text in Waiver Petition)

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- On the left-hand side there is a photograph, from inside a Best Buy store, of several aisles of video game products with a large, clearly legible sign hanging overhead that reads “video games.”
- On the right-hand side is a screenshot from the Target website. The screen shot says “video games” at the top. On the left the site lists various videogame consoles (both home and handheld). In the middle, the ad shows the PlayStation Vita and lists its features “Wi-Fi, 3G, cameras & hi-def graphics.” On the right side the site lists “this week’s deals” on game consoles and software.

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- This is a screenshot from Amazon.com’s “Console Buying Guide” within its “Video Games” department. The screenshot shows a column for each home console system (Wii, PlayStation 3 and Xbox 360) and a fourth column lists console features on the left side (Models and Prices, What’s in the box, Motion Gaming, Colors, Drive Type, Online Play, Additional Accessories, Price Range of Games, Backward Compatibility, Graphic Quality and Great For). The buyer can then see how each of these features compares on each platform.

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- This is a screenshot from the Walmart website. Across the top of the page (though below general Walmart.com navigational features) the site reads “Shop Games by Genre” and then shows a game from each of the following genres: Action & Adventure, Fighting & Shooting, Kids & Family, Music & Party, Sports & Racing. On the left side there are checkboxes where the shopper can limit their search results by video game platform or genre. In the middle of the page there are search results listing games, their ESRB ratings, their price and other product details.